The United Farmer

June 1972

The United Farmer

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United Farmers Farm Supply Centres:

Calgary 4720 - 1st Street S.E.
Edmonton 12243 Mount Lawn Rd.
Lethbridge 3131 - 2nd Avenue N.
Red Deer 5440 - 45th Street
and at
Airdrie, Camrose, Falher, Grande Prairie, Grimshaw, Hanna, Provost, Stettler, Spruce Grove, Vermilion, Vulcan and Westlock.

Cover Picture: Courtesy of Bureau of Public Affairs, Edmonton, Alberta.

Vermilion

Located 120 miles east of Edmonton, Vermilion has a colorful history. Earliest reports on the district are found in journals of early traders who were impressed with the beauty of the region with its many lakes and streams and with the tremendous amount of fur bearing animals native to the region.

The Vermilion River district was first settled by ranchers around the turn of the century. The townsite was surveyed in 1905 and in 1906 Vermilion was incorporated as a village. However, its growth was so rapid that later in the same year it was incorporated as a town.

Salt deposits to a depth of six hundred feet underlie a large part of the area and may at some future date prove to be a valuable asset.

The town of Vermilion is situated 200 feet above the river on its south bank.

Several years ago the river was dammed providing a swimming area and the valley with its natural beauty provided a perfect park area. Over the years there have been many improvements and with its excellent camping facilities and lovely picnic spots, this has become one of the most attractive and widely visited Provincial Parks in the Province.

Farm size, income and capital investment compare favorably with other areas of the Province. Livestock forms the major source of farm income with crops playing a secondary role.

Population of Vermilion is 3,000 (1970 figures) and the trading area population is 45,000.

Vermilion Farm Supply Centre

Outside and Inside Vermilion

The Vermilion Farm Supply Centre was officially opened on June 16, 1964. On opening day over 2500 people were in attendance.

Located on the north side of the highway, the Vermilion Farm Supply Centre afforded an easy access from all directions. In the 1964 Board Report, it was noted, "sufficient experience is not available to judge the success of this Farm Supply Centre, but since Vermilion opened on June 16, we are happy to report an excellent sales volume for the six week period. These early indications are very encouraging, particularly as this depot was opened amid prospects of poor crops due to drought."

In the 1965 Board Report it was noted, "Vermilion has now had a full year's operation. It has exceeded our expectations in sales and costs of operations have been comparable to the older centres."

For the first three months of 1972, Vermilion achieved a sales increase of almost 17% as compared to the same period last year. In 1971, **Ron Fernley**, the competent Manager and his staff at the Vermilion Farm Supply Centre, achieved sales of over $600,000. Ron and his crew are certainly working hard and are confident they will surpass the record 1971 year.

Cont'd. on pages 2 & 3

On Staff at Vermilion

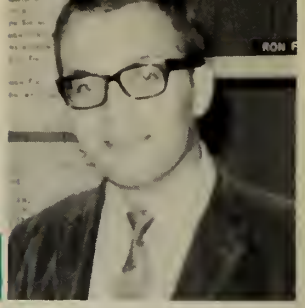
Temporary Staff

GREG HUNTER

Temporarily on staff, Greg is from the Vermilion area and will be working as a Salesman at the Vermilion Farm Supply.

BILL McPHEE

When he's not working as a Warehouseman at the Vermilion Centre, Bill helps his dad out on the family farm in the Vermilion area.



RON FERNLEY
Manager

Ron joined U.F.A. in January, 1964, as Warehouseman at the Calgary Farm Supply Centre. He moved to the office in September, 1964, and was later promoted to Assistant Manager in Lethbridge, a position he held for two years. In September, 1968, Ron was appointed Manager of the Vermilion Farm Supply Centre.

Ron was raised on his family's farm in the Milo area and received his schooling at the Milo High School.

As secretary of the Vermilion Kinsmen Club, Ron takes an active part in community affairs and also plays baseball and curls. He and his wife Sherry have a son Douglas and a daughter Tracey.

CHARLOTTE BAILEY
Administrative Clerk

In addition to her work and her family, Charlotte is an active member of the Vermilion community.

Before joining U.F.A. on March 1, 1971, Charlotte was employed at the Royal Bank of Canada for four years and at CFCW Radio for two years.

Her family consists of her husband Norm and their children — a daughter, Jan, and sons Scott and Jeff. Charlotte's hobbies are very much involved with her family — especially camping and watching the "Mitey Mites" play hockey. In addition to all this, Charlotte belongs to the Kinette Club, a ladies curling club and golf club.

ELWOOD "Woody" MAIN
Salesman

A native of Turin, Alberta, Woody attended Sundial Community School, Turin Junior High and Picture Butte High School.

Woody joined U.F.A. on October 3, 1966 as Warehouseman at Lethbridge, where he stayed for three years. He worked in Calgary for a brief period and then on October 15, 1969, was promoted to Vermilion as Head Warehouseman. On April 25, 1972, Woody was promoted to Salesman at the Vermilion Farm Supply Centre.

For hobbies, he reads a lot (usually science books) and builds models with his son Derryl who is seven years old. He enjoys woodworking, sketching, painting and taking pictures. Woody and his wife Donna, also have a five year old daughter Michelle. (Pictures on these pages courtesy of Mr. Elwood Main).

LESLIE NELSON
Salesman

A native of Vermilion, Les was raised on his family's farm and received his early schooling in Clandonald, Alberta. He attended Drumheller Junior High and then completed Senior High School in Vermilion.

Les joined U.F.A. on April 6, 1971, as a Salesman at the Vermilion Centre.

Les and his wife Margie have several mutual hobbies — reading, handicrafts and Les also enjoys hunting.

ERNIE SEMENIUK
Head Warehouseman

A native of Vermilion, Ernie was raised on his family's farm in this area. He received his schooling in Vermilion and Lethbridge and worked on farms in the area. Ernie attended the University of Lethbridge for one year and joined U.F.A.'s permanent staff on January 15, 1971.

He is a member of the Canadian Legion and the Vermilion Golf Club. For hobbies he collects Indian relics, plays the drum in a local band, and also does a little farming. Another interesting and productive hobby of Ernie and his wife Jacqueline, is winemaking.

WAYNE HOLZINGER
Warehouseman

A recent addition to the staff at Vermilion, Wayne was born in Provost, where he also attended school. For the past eighteen years, Wayne has lived on a farm.

Before joining United Farmers of Alberta on April 3, 1972, as Warehouseman at Vermilion, Wayne worked for Revelstoke, Macleods and Federal Grain.

For hobbies, Wayne likes to curl and play ball and he and his wife Darlene enjoy watching T.V. and listening to music.

GERRY WILSON
Warehouseman

A native of Vermilion, Gerry joined U.F.A. on April 3, 1972. He has tried a variety of jobs ranging from laying carpets to flying to air controller.

In addition to his work with U.F.A., Gerry works in the orchard he has taken over for his dad.

WARD McDONALD Carpenter, U.F.A. - Vermilion

U.F.A. Agent Vermilion

Bill Garnett has been U.F.A. Agent at Vermilion since January 15, 1963. In 1971, Bill showed a good increase in his sales of U.F.A. Petroleum Products.

BILL GARNETT

Mr. Karl Marklund of Islay, Alberta, who is U.F.A. Delegate from the Vermilion Area, presented the U.F.A. Co-op Limited Scholarship to Kendall Grettum of Camrose at the Color Night Exercises held at Vermilion College.

Kendall is enrolled in the Animal Reproduction Technology at the College and is a top student.

Canadian Farm

F.D.D. displa

Chuck Corah, Manager F.D.D. South, and Joe Schwemer, President of Henn-Rich Ltd., Winnipeg.

Two interested visitors and Gerry Ratke, F.D.D. Agricultural Engineer.

A new attendance record was established at the Annual Canadian Western Farm and Ranch Show held at the Sportex Building in Edmonton. The show now in its sixth year, was the largest ever with more machinery per square foot than any other show of its kind in Canada. Over 42,000 people attended and close to $2,000,000 worth of farm machinery and equipment was on display. The show was held in conjunction with the Rodeo, Quarter Horse Show and the Stock Show and Sale.

The Farmstead Development Department of U.F.A.'s Farm Supply Division again had one of the largest inside displays at the show.

"It's the major exhibition F.D.D. participates in, but it's well worth the money", **Vic Willoughby, Man-**

and Ranch Show

at the Farm and Ranch Show.

Ready to write up a sale—F.D.D. North Representative Mike Liwczak and potential customer.

Sale written up — F.D.D. North Representative Walter Bulva and new customer.

ager of F.D.D., stated. "In addition to the many sales leads, and the fact that we sell $25,000 - $30,000 worth of products off the show floor, it's an excellent way to have our members see the equipment lines we carry and learn about the services U.F.A. offers.

Vic feels that the Edmonton show is "a great six-day package geared to rural people. It's a blend of trade show, fair, sale and rodeo linked by a common interest in agriculture and ranching."

The main display at the show was a full scale hog building. In addition there were displays of **W.W. Equipment** — cattle chutes, calf cradles, scales, accessories; **Western Arch Rib Ltd.** — Arch Building; **Paetz Equipment** — cattle feeders, barn cleaners; **Chore Time Equipment** — bulk feed tanks, auger systems; **Universal** — milking equipment; **Henn Rich** — hog equipment, feeders, pens and crates; **Farmatic** — feed milling; **Aerovent** — ventilation systems; **Anthes** — forced air furnaces; **Allied Engineering** — hot water heating system; **Inland Cement** — cement; **Anti-Pollution Ltd.** — Micro-Aid; **Thompson Water Seal** — concrete sealer; **Specialty Products** — barn alarms; **Dominion Silo,** Wetaskiwin — silage silos; and **Gang-Nail Components Ltd.** — rafters, wall panels.

The enthused consensus of opinion was that this was "the best display ever shown by F.D.D.". The proof is in the keen interest shown in the building and displays by the thousands of visitors at the show.

Farmstead Development

Mr. Ward Smith, Manager of the Farm Supply Division, recently announced the appointment of Chuck Corah as Manager of the Farmstead Development Department, South.

On staff with Chuck at F.D.D. South are Representatives Bob Gordon, Clarence Jobs, Les Mayfield; and Mrs. Darlene Gushulak is in the office.

CHUCK CORAH Manager, F.D.D. South

A native Albertan, Chuck was born in Big Valley. He joined U.F.A. in September, 1967, and has been involved in many aspects of F.D.D. In particular he has been involved with the W.W. Cattle Handling lines and with the Portable Corral Systems.

Chuck went to school in Drumheller and Edmonton. He worked for five years in the auto field and then was Manager of the Red Deer Co-op Bulk Operation.

For some years Chuck was in the Auto Racing Association and is now active in the Huntington Hills Community Association. For a hobby, Chuck breeds Charolais Cattle.

Chuck and his wife Linda have five children, Clayton, Tom, Doug, Colleen and Cindy Lee.

Well known throughout Alberta, Chuck's practical background in all aspects of Farmstead Development should prove invaluable to him in his new responsible position as Manager of F.D.D. South.

CLARENCE JOBS, Representative

A 10 year veteran with U.F.A., Clarence joined the Company as a Salesman at the Red Deer Farm Supply Centre on January 15, 1962. In 1964, Clarence was promoted to Assistant Manager at the Centre, and in 1966 was made Building Co-ordinator at Calgary. When F.D.D. was organized in January, 1969, Clarence moved to this Department and in February, 1970, he moved to the Head Office as F.D.D.'s Administrative Assistant. In his new position Clarence will be working from the Calgary office of F.D.D. South.

Born in Leduc, Clarence attended a country school south of Eckville. He then attended Benalta High School and Concordia College in Edmonton.

Since joining U.F.A. Clarence has taken many advanced courses related to his work.

For hobbies he enjoys woodworking and gardening. He and his wife Irene have three children: Marselle - 8, Leah - 4 and Jason - 1.

Department South

BOB GORDON
Representative

A member of the Farm Supply Division from 1962 to 1966, Bob recently rejoined U.F.A. as a F.D.D. Representative.

Bob's people farmed at Grainger and he received his schooling at Acme. From 1966 to 1967, Bob was with Foothills Light Centre and then worked for Wilson Arches Limited from 1970 to 1972.

Bob is a Director of the Dalhousie Community Association and for hobbies enjoys curling.

He and his wife Donna have two girls, Vicky - 4, and Cheryl - 2.

LESLIE MAYFIELD
F.D.D. Representative

A native of Williams Lake, British Columbia, Les received his schooling in Williams Lake, Tonasket and Spokane, Washington. He was raised on a ranch in B.C.

Les joined the Farm Supply Division on March 21, 1971 and worked for some time as Warehouseman at the Calgary Farm Supply Centre. In his new job as F.D.D. Representative, Les will be working from the Calgary office.

For hobbies, Les enjoys fixing cars and hunting. He and his wife Becky have a daughter Lorina.

DARLENE GUSHULAK

A native of Canora, Saskatchewan, Darlene attended Viscount Bennett High School in Calgary.

She has worked for A.G.T. as a telephone operator, Rosedale Cleaners as a key punch operator, Canadian Safeway as a Computer Operator and U.F.A. as a cashier at the Calgary Farm Supply Centre.

Doreen and her husband, Julian have two sons, Kevin and Michael. For hobbies she enjoys sewing and ceramics.

GERRY RATKE

Agricultural Engineer, Farmstead Development Department

A progressive step in the Farmstead Development Department, is the appointment of Gerry Ratke as F.D.D. Agricultural Engineer. Gerry is a 1970 graduate in Agriculture from the University of Alberta. He majored in Agricultural Engineering and further extended his knowledge in this field with a year of post graduate work at the University.

Raised on a farm in the Thorsby area, where his family is engaged in mixed farming, Gerry attended school in Thorsby from grades 1 - 12.

In his new position with F.D.D., Gerry's professional background qualifies him to offer expert technical advice in regard to farm buildings, materials handling and feed processing, animal waste, and any design problems in this important area of farmstead development.

Service Awards

Petroleum Division

Awarded at Annual Agent's Meetings for period from July 1/71 - June 30/72

20 Years
CHARLES LEWIS
Killam, Alberta
February 27, 1952

15 Years
HOWARD HIBBARD
Nampa
September 1, 1956

DENNIS NORMAN
Mannville
December 4, 1956

BOB YOUNGGREN
Nanton
April 5, 1957

10 Years
BILL FRIESEN
Tofield
February 2, 1962

Head Office

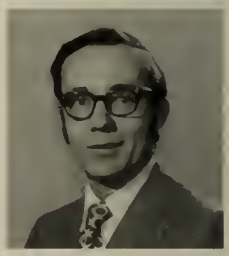
January - June, 1972

35 Years
ED HUTCHISON
Supervisor
Petroleum Accounting
April 12, 1937

25 Years
LAWRENCE PROUDFOOT
Manager
Petroleum Division
May 1, 1947

ARNE OLSON
Manager
Personnel Division
April 1, 1947

10 Years
HARRY WOOD
Senior Accounting Clerk
Financial Accounting
February 19, 1962



5 Years
DONNA BAKKA
Senior Stenographer
Controller Department
May 15, 1967

Before and After at Airdrie and Spruce Grove

It's over two months since the opening of U.F.A. Farm Supply Centres at Airdrie and Spruce Grove. Prior to the openings the pressure was on to get stock in — have each item marked — arrange displays — and in general be ready for an expected influx of customers.

Everyone pitched in — administrative clerk — warehouseman — divisional manager — salesman — it didn't matter what regular duties were — what was important was that Airdrie and Spruce Grove meet the deadline for the openings.

The teamwork that made the openings the success they were, was tremendous, and the Farm Supply Division must be commended for their cool and determination, and recognized for the many hours of extra work they put in to make it so.

At the Spruce Grove and Airdrie Openings

1. Frank Koosey, Carstairs — U.F.A. member and Clarence Jobs, Representative from Calgary F.D.D. South.
2. Jim Shindler, Farm Supply Operations Manager, and Gordon Blades, Head Warehouseman at Red Deer Farm Supply.
3. Gordon Agar, Farm Supply Division Purchaser.
4. Al Smith, U.F.A. Agent at Calgary.
5. Kaichi Nishimura, Sales Development Analyst, Farm Supply Division.
6. Jack McDonald, Manager, Vulcan Farm Supply Centre, Darlene Gushulak, F.D.D. South, and Gerry Senger, Information Service Representative.
7. Walt Bulva, Sales Representative, F.D.D. North and Stan Reid, former U.F.A. Delegate, Onoway.
8. C. Rooney, Maintenance, Spruce Grove.
9. Colin Winkler, Salesman, and Brenda Sharp, Cashier, at Spruce Grove.
10. U.F.A. Advisory Committee members, Mr. and Mrs. Andrews, Mayerthorpe.
11. Otto Steinkampf, Warehouseman, at Spruce Grove.

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Goldeye Lake Centre

Church - Hoppins Memorial Building

"Much more than an ordinary summer - fun camp"

Take one wilderness camp on the shore of a cold foothills lake, add close to 400 young and enthusiastic youth and twenty-nine interested and well trained staff. Result, the 1972 Co-operative Youth Seminars at Goldeye Centre. Sponsored by the Rural Education and Development Association (R.E.D.A.), and supported by the Alberta Department of Agriculture, Alberta Wheat Pool, Calgary Co-operative Association Limited, Central Alberta Dairy Pool, Co-operative Activities Branch, Co-operative Insurance Services, Federated Co-operatives Limited, United Farmers of Alberta Co-operative Limited, Unifarm and United Grain Growers, four seminars will be open to any Alberta young adult between 16 and 20 years of age.

Plans for the camp in the foothills of the Clearwater Forest of the Rocky Mountain Forest Reserve were first conceived by the Jr. F.U.A. in 1958. In the next five years, $13,000 was raised by rural Alberta organizations to build the actual campsite. Government grants helped build an access road into the site from the David Thompson Highway. The camp has a main dining room assembly hall building, two major workhouses and five large cabins accommodating 15 to 20 persons each. The newest building is the U.F.A. Staff House erected in memory of the late George Church, former president of U.F.A. and the late Wilf Hoppins, former general manager of U.F.A.

Goldeye Lake Centre is much more than an ordinary summer fun camp. The program will involve those attending in Co-operatives and Co-operation, Group Dynamics, Decision Making and Personal Goal Setting and Social Issues and You.

Much of the program will be developed on the basis of the participants desire and need. While there are some formal program inputs, school-like lectures are kept to a bare minimum in order to develop maximum participant involvement.

1972 R.E.D.A. Youth Seminars

Seminar	A	July 9 to 15	(Regions 1, 2, 6, & 7)
	B	July 16 to 22	(Regions 10, 12, 13 & 14)
	C	July 23 to 29	(Regions 8, 9, & 11)
	D	July 30 to August 5	(Regions 3, 4, 5 & 9)

Cost — Sponsorship fee — $40.00. This includes: (a) transportation from a central point to and from camp (b) room and meals at camp. In addition each applicant will have to pay an additional $5.00 registration fee upon arrival at camp.

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